

**TOY DISTRICT/DOWNTOWN INDUSTRIAL DISTRICT
BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
DECEMBER 18, 2007
MINUTES**

BOARD MEMBERS

Present: Matt Klein, William Shinbane, Mark Shinbane, Larry Rauch, Michael Tansey and Paul Vert.

Absent: Ernest Doizaki, Richard Gardner, Donald Kanner, Howard Klein, Richard Meruelo, Thomas Payne and Charlie Woo.

STAFF: Tara Devine, Raquel King, Greg Lee, Estela Lopez and Vicky McCormick.

CONSULTANTS: Qathryn Brehm, Don Steier.

I. CALL TO ORDER

Vert called the meeting to order with a quorum at 12:12pm.

II. PUBLIC COMMENT PERIOD ON NON-AGENDA ITEMS

Rauch informed the Board that he saw Lopez on the Eyewitness News, on which she did a great job.

III. APPROVAL OF MINUTES

Vert made a motion to approve the November 27, 2007 minutes, and Rauch seconded. The Board unanimously approved.

IV. FINANCIALS

Coelho reported that Y-T-D the Toy District is under budget by approx. \$5,000 for the month. Projecting forward to year end, there should be a \$16,000 surplus in Toy. However, currently Toy owes DID just under \$50,000. There's \$66,000 cash in Toy at Nov 30, 2007 and \$30,000 of it will be transferred to the DID account.

Coelho stated that there would be approx. a \$16,000 cash surplus in Toy, and a \$66,000 shortfall in DID at year end.

The CCEA private account owes DID just over \$2200. The DID 1 account owes DID II approx. \$36,000 - this account was allocated for leasehold improvements. The Arts District currently owes DID \$14,000 for salaries & payroll taxes.

Coelho reported that the budgets will net out at zero at year end. Cash will be needed in January 2008 to cover December 2007 invoices, for which a \$150,000 line of credit has been approved. Coelho stated that the loan documents needed to be signed.

Rauch asked Coelho how much extra revenue from the approved assessment increase would be generated. Coelho stated that the amount generated would be \$80,000-\$90,000.

V. OPERATIONS UPDATE

Lopez informed the Board that CCEA had entered into contract negotiations with maintenance contractor "Its A Blast" (IAB), and informed Chrysalis that the current maintenance contract would not be renewed. IAB will be starting services February 1, 2008.

Lopez reported that IAB is working with Chrysalis to recruit permanent staff, which means higher wages and full benefits for the individuals hired.

Lopez informed the Board that IAB owner, Eric Hoff would attend the January 2008 board meeting to present in writing his plan to change the framework of trash collection. Eric Hoff plans to begin trash pick up after businesses close, rather than solely during daytime hours.

Vert asked that a mailing be sent to the property owners informing them of the maintenance contract change.

Lopez stated that she and McCormick discussed the possibility of increasing security presence by eliminating the Sunday shift.

Lopez explained that there is currently no Sunday shift in the Toy District. There are three teams in DID on Sunday. Between January-November of 2007 there was an average of six calls per month on Sundays, and thirty two officer-initiated incidents.

Rauch stated that if the security team had thirty two instances on Sundays, there must be interaction taking place.

Steier asked what would the BID tell people who call on Sundays. McCormick stated that the calls would be transferred to the cell phone assigned to the Arts District BID supervisor on duty. If the call was a true emergency, the supervisor would call 911.

Steier suggested eliminating the Sunday shift for sixty days as a pilot to find out if no security on Sundays is feasible.

Tansey stated that eliminating Sunday will encourage burglary, and suggested deploying two security officers in the truck on Sundays. The Board agreed.

McCormick reported that in the Toy District for the month of November, loitering, prostitution, encampments, trespassing, graffiti and property removed/tagged increased.

McCormick stated that in DID blocking the sidewalk is a significant problem. The number of shopping carts collected and trespassing have increased.

M. Shinbane stated that he noticed an increase of homeless individuals hanging out on Crocker, and a couple of people set up encampments during the day when they are not supposed to. He asked McCormick what the policy was on the encampments. McCormick stated that if the individuals are not inside a pitched tent, are not blocking the sidewalk and are ten feet away from a door or loading dock, we are very limited in what can be do.

McCormick invited the Board to attend the annual safety and maintenance holiday party taking place December 21st.

VI. LEGISLATIVE UPDATE

Industrial Land Use Policy-

Devine reported that she and Lopez met with CD 14 on December 17th to preview a portion of the industrial land use policy recommendations that staff will present to City Planning Commission and the CRA Board of Directors in January. The portion reviewed included a block-by-block analysis of the number of businesses and jobs.

Devine indicated that the new City Planning and CRA recommendations virtually ignore all community input to date. She suggested that this issue cannot be addressed further at the departmental level, but rather must be taken up by the City Council.

DWP Rate Hike

Devine reported that the DWP rate hikes have been postponed. City Council appointed a new General Manager for the DWP. The City Council has instructed DWP to reevaluate the proposed rate hikes, conduct additional research, and report to back to Council.

Central City East Vision Work Plan

Devine reported that the Mayor's Office has initiated the Central City East Vision and Action Plan -- it is envisioned as practical ten-year vision and implementation plan that will develop priorities and suggest how City resources can be identified and utilized in the Skid Row area.

The Mayor's office has hired a San Diego-based consultant (LeSar Development). The consultant will begin stakeholder interviews and focus groups in January 2008. The consultants will have a draft report open for public view and comment in June 2008. The plan is expected to focus on how to preserve and sustain the housing stock, and how to best deploy the City's limited resources in the Skid Row area.

VIII. MARKETING

Brehm distributed a draft of the updated Toy District Shopping Guide. Brehm informed the Board that the guide will be placed in hotel lobby kiosks. Brehm stated that she is also working on obtaining advertising dollars for the printing costs.

Brehm informed the Board that the Toy, Downtown Industrial and Arts Districts had each received a \$2,000 holiday grant from the DWP. Decorations would be installed on December 24, 2008.

IX. NEW BUSINESS- None

X. ADJOURNMENT- The meeting of the Board was adjourned at 12:40pm.